

Consumer Solutions_ Grey for volume and green for value: wine behaviour according to age



Consumer Solutions_

Grey for volume and green for value: wine behaviour according to age

Content

Daily wine consumption according
to age and gender groups

Spend/bottle according to age and
gender groups

Sample and method

This report is based on data
collected from a sample of
2 774 South African wine
drinkers about wine
purchase and consumption
habits.

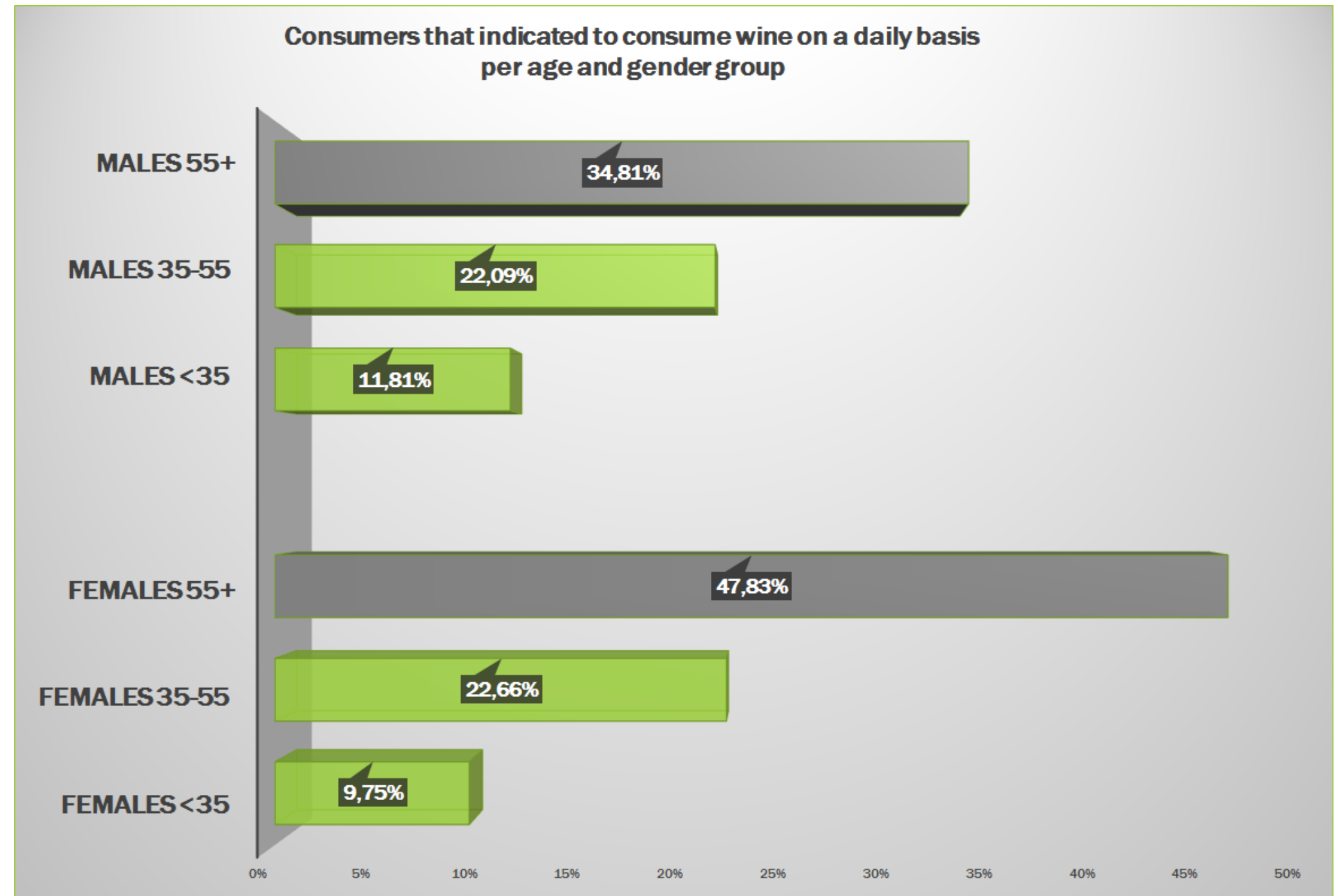


Consumer Solutions_

Grey for volume and green for value: wine behaviour according to age

In a recent survey (n = 2774) by Consumer Solutions, age rather than gender was found to drive frequency of wine consumption among South African wine drinkers. Females (47.83%) and males (34.81%) older than 55 years, were the groups most likely to consume wine on a daily basis. Only 11,81% and 9,75% of male and female consumers younger than 35 respectively indicated to consume wine every day.

These findings are consistent with international trends as numerous studies previously reported on Generation Y and Z consuming less alcohol in general. To the best of our knowledge, this study is the first to report on a lower frequency of wine consumption amongst younger South Africans.



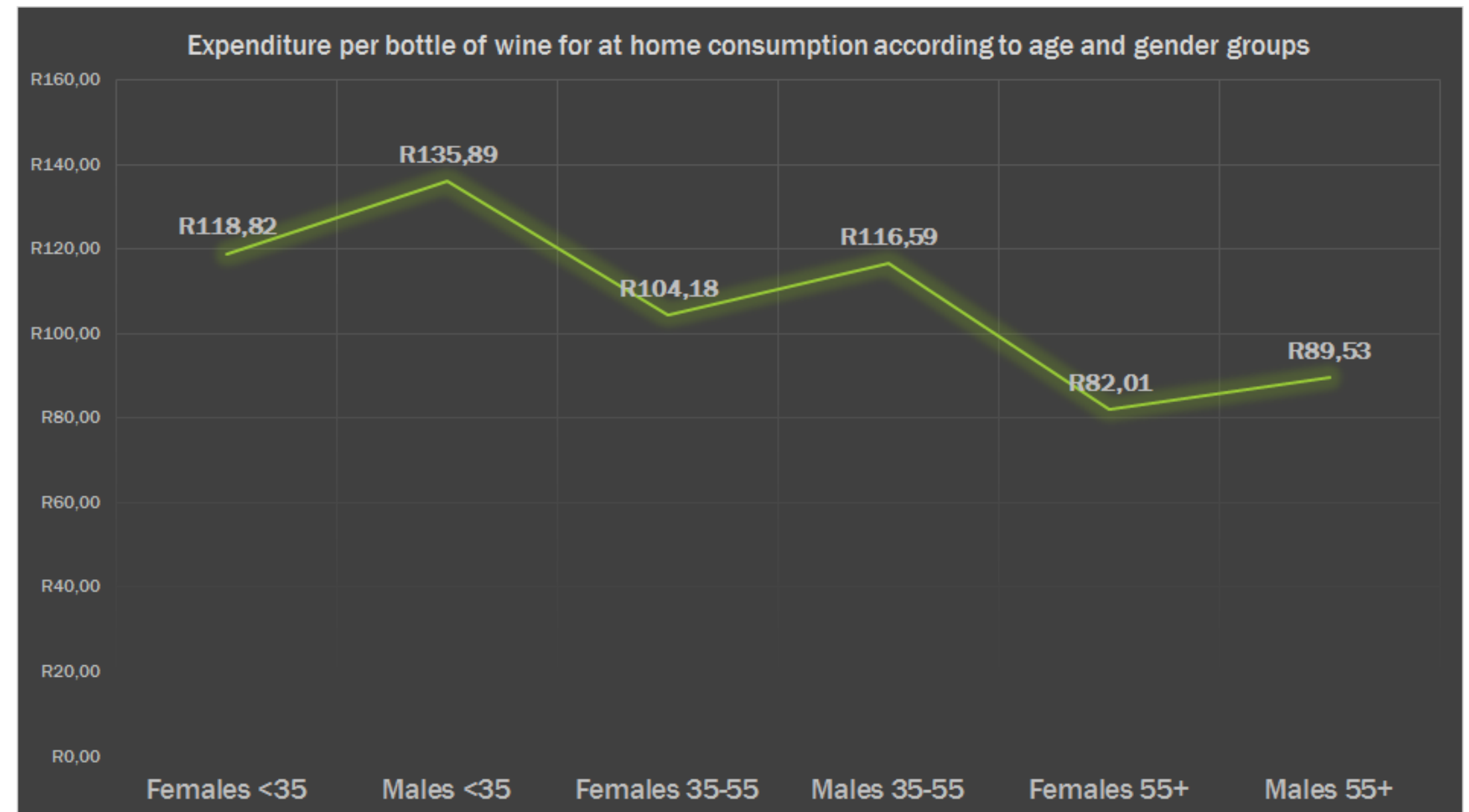


Consumer Solutions_

Grey for volume and green for value: wine behaviour according to age

In the same study, younger consumers indicated to spend more on a bottle of wine for at home consumption than older consumers. On average, younger males (<35) were the biggest spenders (R 135,98) and, not surprisingly, older females (>55) paid the least per bottle of wine for at home consumption (R 82,01).

These findings are important for wine strategy, specifically considering value and volume offerings as well as future market share in a highly competitive category.



Consumer Solutions_

Grey for volume and green for value: wine behaviour according to age

METHOD AND SAMPLE

A total of **2 774** South African wine consumers participated in an online survey by Consumer Solutions from 1-9 May 2020.

All respondents were pre-screened and included on criteria:

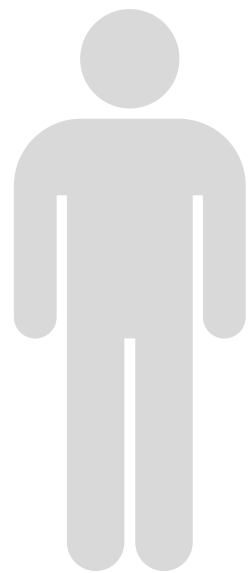
- SA citizens
- 18 years+
- Purchased and consumed wine after January 2020
- Don't work in the wine industry

Consumer Solutions_

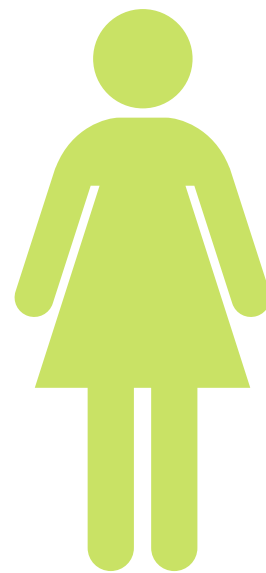
Grey for volume and green for value:
wine behaviour according to age

Sample

GENDER



29%



71%

AGE

Average = 36.3 years

Range: 18-80

<35	53.27%
35-55	36.85%
>55	9.89%

PROVINCE

Gauteng	38.76%
Western Cape	35.47%
KwaZulu-Natal	11.55%
Other combined	14.22%

Consumer Solutions_

Grey for volume and green for value: wine behaviour according to age

Add-ons

Direct-to-the-Consumer marketing / Consumer research

- > Consumer Solutions has a pre-screened panel of traceable wine drinkers willing to participate in wine research.
- > 2800+ wine consumers across SA.
- > Segmented according to wine preference, demographics & spend/bottle.
- > 800 individuals that belong to social wine clubs.

For more information, contact nadia@consumersolutions.co.za or visit
www.consumersolutions.co.za

Report prepared by Dr. Nadia van der Colff
PhD Agric. M. Consumer Science



Consumer Solutions_ Grey for volume and green for value: wine behaviour according to age

 2020 Consumer Solutions
All Rights Reserved

No part of this report may be reproduced in any form without the permission of the copyright owner. Application for permission should be addressed to Consumer Solutions. Distribution or reselling is strictly forbidden.

Access and terms of use

Consumer Solutions grants access to the transacting customer to use and store this electronic report within its immediate and primary organisation. Each transacting customer will receive a unique key to access the report. Subject to fair use, some elements may be extracted and used in internal and external communications, provided that Consumer Solutions is identified the source. All information, concept ideas, data and logo's remain the property of Consumer Solutions.

 2020 Consumer Solutions All Rights Reserved